Omantec LLC is a startup involved in the commercialization of a novel body lifting device to assist caregivers in positioning bedridden patients to provide access to the lower half body for personal hygiene and therapeutic purposes.

The product

- **T Bar**
- **Lift Motor Assembly**

Invented by Mr. Michael Osika while caring for his bedridden elderly father.

Using a cushioned T-bar support, a caregiver can gently lift legs & lower torso of a bedridden patient.

How it works

- The Lift is characterized by a motor-driven wall mounted cable-pulley lift system.
- The T-bar support used for lifting the patient hangs on the wall until needed. To use the system, the caregiver first guides the legs of the patient over this cushioned T-bar support.
- The cable-pulley system is anchored high on the wall behind the care recipient’s bed. This cable-pulley system is controlled by a remote, which drives the motor positioned on the floor behind the bed. Once the motor is activated, the T-bar slowly lifts upward revealing the backside of the patient to facilitate routine movement, changing, cleaning and bathing.

Features and Benefits

- Compact wall mount, easy installation
- Eliminates strenuous caregiver lifting with improved safe patient handling
- 550lb. pulling capacity
- 100% robustness

Market Research

- **354 million** people receive acute care annually
- **8,357,100** Long-term Care Patients
- **4,742,500** Home healthcare Patients
- **1.6 million** Hospice Patients
- **1.4 million** Home healthcare Patients

- **Patient handling equipment market**: Hospital segment dominated the market followed by home care segment and it is expected to grow at the highest rate in the forecast period. With increasing home care service and demand for homecare patient handling equipment, homecare segment will exhibit significant growth in the forecast period.

Automated patient lifting and transfer techniques act as a potential driver of handling equipment market. The market of patient handling equipment is estimated to reach **$17.1 billion** in 2021.

Marketing Plan

**Phase 1**

- **Market Research**
  - **Beta Program**
    - Conduct interviews to identify customer requirements
    - Prepare script and questions

**Phase 2**

- **Identify potential partnerships**
- Locate potential suppliers and identify their interests, needs
- Make research about selected suppliers (size of the company, what products they carry, contact info, etc)
- Make phone calls to reach out and schedule meetings with potentials
- Prepare presentation to introduce the product

**Phase 3**

- **Going BIG**
  - Proven results with large patient population
  - Contract with suppliers and produce in large quantities
  - Launch to mass markets nationally and internationally

**References**